



OVER HALF OF CANADIAN ANGLOPHONES OPT FOR TRADITIONAL TV SUBSCRIPTION WITH A SIDE OF OTT: MTM

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OTTAWA – Move over Netflix, Canadian Anglophones now regularly consume a number of over-the-top streaming services, says new research from the Media Technology Monitor (MTM).

Over the Top Services: Analysis of the Anglophone Market looks at the popularity of several OTT services among Anglophones, the demographics of different subscribers, and how they consume media as a whole.

Highlights from the report include:

- 65% of Anglophone households subscribe to an OTT service. In 2011, shortly following the launch of Netflix in Canada, only 12% of Anglophone households subscribed to OTT services;
- Among several OTT services measured by the MTM, including CraveTV, Amazon Prime Video and Sportsnet Now, Netflix remains the most popular by far;
- OTT subscribers have a strong appetite for TV content in generally. Roughly 4 in 5 consume TV from over the air broadcasts or have a paid TV subscription.

MTM is a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada).

www.mtm-otm.ca